**Audience Theory**

**Apply to LFTD**

**For each academic idea or quotation:**

1. In column 2 of the worksheet, list the textual examples from the episode that you can apply the academic idea to in the set product. This might include examples from:

camerawork

editing

sound

mise-en-scène

characters

narrative

storyline

representations of events, issues, people, places.

1. In column 3, write down the meaning offered as a result of applying the academic idea to the case study product.

What does the theory help us to understand about the product?

What does the product help us to understand about the theory?

how can the examples in the product help to ‘support’ the theory?

How can the examples in the product ‘challenge’ and question the theory?

Summarise each theory in a simple and creative, but memorable phrase or sentence:

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| **Bandura Media Effects** |
| **Gerbner Cultivation Theory** |
| **Hall Reception Theory** |
| **Jenkins Fandom Theory** |
| **Shirky End of Audience Theory** |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Bandura maintains that the media can directly influence people’s values, judgements and conduct through media modelling. For example, media representations of aggressive or violent behavior can lead to imitation. He argues that television communicates in one direction, and that the audience are passive. **(Bandura) – *Media Effects*** | | |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Gerbner arguesthat exposure to television over long periods of time cultivates standardised roles and behaviours in the audience. Heavy users of media are more likely to develop ‘mean world syndrome’ (cynical and mistrusting attitudes towards the world) and/or a common mainstream outlook on the world. This process is slow, and not sudden or immediate.  **(Gerbner) – *Cultivation Theory*** | | |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Hall’s ‘encoding-decoding’ model argues that media producers encode ‘preferred meanings’ into texts. These meanings will (usually) be those that fit the dominant ideologies – the set of basic assumptions, values and beliefs held in common and embedded in society. The three responses to the encoded messages are ‘preferred’, ‘negotiated’ and ‘oppositional’. **(Hall) – *Reception Theory*** | | |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Jenkins argues that fans of media products, even one-way products such as television, act as ‘textual poachers’ – taking elements from media texts to create their own culture. The fan made texts and/or movements spring from negotiated readings of the main product.  **(Jenkins) Fandom (Textual Poachers)** | | |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Shirky discusses the end of the old mass audience and the development of the new media, with their amateur producers. Shirky argues that the proliferation of converged technologies (such as smart phones) enable audiences the freedom to create, share, and view media products whenever and wherever they want. ‘Consumers’ have broken away from the ‘top-down’ control of powerful and centralised media, and have become ‘prosumers’ who can talk back to and have control of the media industry.  **(Shirky) – *End of Audience*** | | |
| **Set product 1** |  |  |
| **Set product 2** |  |  |